USER MANUAL 2008

LIVE FROM THE CMA MUSIC FESTIVAL

BROUGHT TO YOU BY

Super 8 Motels "See You Along The Way"
TracFone "America's #1 Prepaid Cell Phone"

SUPER 8 MOTEL

TRACFONE
THE CELL PHONE THAT PUTS YOU IN CONTROL

CMA MUSIC FESTIVAL℠
★FAN FAIR®★
NASHVILLE
JUNE 5-8, 2008
1-800-CMA-FEST
www.CMAfest.com

**********IMPORTANT MATERIAL**********

FOR PROGRAM DIRECTORS & ON-AIR PERSONALITIES
TRAVELING TO NASHVILLE
June 3-6, 2008

PREMIERE RADIO NETWORKS

You are a part of a truly unique event - a multi-station radio remote broadcast offered exclusively to your station in conjunction with Super 8 Motels, TracFone and the Country Music Association from the Nashville Convention Center (NCC), in the heart of CMA Music Festival activity.

Premiere Radio Networks, the official radio broadcaster of the CMA Music Festival and CMA Awards, has focused all of its resources as the premier supplier of radio programming, promotions and events to ensure that your station presents a stunning remote broadcast during CMA Music Festival 2008.

Please review the following "User Manual." It contains the information you need to know about the broadcast.

Note: All time in this manual is in the Central Time Zone

LIVE FROM THE CMA MUSIC FESTIVAL

Brought to you by

Super 8 Motels and TracFone

A)	EVENT INFORMATION	4
B)	SCHEDULE	5
C)	KEY CONTACTS	6
D)	SPONSOR REQUIREMENTS • Air Checks	7
E)	STATIONS IN ATTENDANCE	8
F)	CMA MUSIC FESTIVAL REMOTE VENUE • Access • Catering	9
G)	AIR TRAVEL ARRANGEMENTS	9
H)	AIRPORT TRANSFERS	10
I)	DRIVING TO NASHVILLE	10
J)	HOTEL ACCOMMODATIONS – POLICY •Rental Cars and Car Parking	10
K)	BROADCAST SIGNAL DELIVERY	11
L)	STATION EQUIPMENT CHECKLIST • Pre-Event Shipping Information	11
M)	ON-SITE TELEPHONES	11
N)	PREP ITEMS	12
O)	ORIENTATION	12
P)	TRANSPORTATION • Remote Broadcast • CMA Music Festival Activity and LP Field	12
Q)	ARTIST INTERVIEWS: PROCEDURES/POLICY	12
R)	STATION BANNERS	13
S)	CREDENTIALS/BADGES • Remote • LP Field, Press Shuttles and other CMA Music Festival Sites	13
T)	GUESTS	14
U)	SECURITY	14
V)	ADMINISTRATIVE SERVICES	14
W)	VIDEO POLICY	15
X)	TV SATELLLITE UPLINK	15
Y)	EXTRA-CURRICULAR	15
Z)	CMA MUSIC FESTIVAL SCHEDULES AND ARTIST INFORMATION	15

A) EVENT INFORMATION

EVENT TITLE: LIVE FROM THE CMA MUSIC FESTIVAL BROUGHT TO YOU BY SUPER 8 MOTELS AND TRACFONE

DATES: JUNE 4-6, 2008

TIME: MORNING DRIVE (between 4am-12 noon CT)

LOCATION: NASHVILLE CONVENTION CENTER (NCC)
601 COMMERCE STREET
BALLROOMS 205/206
DOWNTOWN NASHVILLE

ACCOMMODATIONS: SHERATON DOWNTOWN NASHVILLE
623 UNION STREET
NASHVILLE, TN 37219
PH: 615-259-2000 FAX: 615-742-6057

TRAVEL ARRANGEMENTS: PLAZA TRAVEL
FATEMA CADERBHOY
PH: 800-347-4447
24-hour emergency service: 800-358-1810

PREMIERE REMOTE STAFF:

Ilycia Deitch – Sr. Director of Events
John Weber – VP of Network Programming & Services
Rosemary Young – Sr. Producer of Country Prog./Talent Crd.
Steve Kirsch – Head Engineer
Ellen Appleton – Operations Producer
Sara Ventre – Event Manager
Michael Azar – Operations Manager/Audio Engineer
Jenny Shields – Affiliate Relations
Scalla Sheen – TV Satellite Uplink Coordinator/Promotions Crd.
Nicole Raven – Promotional Staff
Steve Kao – IT

PREMIERE EXECUTIVE STAFF:

Charlie Rahilly – President/COO
Julie Talbott – EVP Affiliate Marketing
Eileen Thorgusen – EVP Affiliate Relations
Beth Tepper – SVP Marketing and Promotions
Jennifer Leimgruber – SVP Network Programming

B) SCHEDULE

Tuesday, June 3	• Stations arrive at hotel (**Sheraton**) • Pick up remote credentials and schedule of events at PREMIERE check-in table (to the right hotel check-in) • Equipment load-in and set-up at broadcast location	**11am - 5pm**
	• **Mandatory Orientation Meeting** and Reception NCC ballroom 205 • Receive Artist Bio Book and CD Audio for Wednesday AM broadcast • Last shuttle leaves NCC	**6:30pm** **9pm**
Wednesday, June 4	• Remote Broadcast Day 1 • Receive Festival Media Credentials and tickets • Last shuttle leaves NCC • Station Happy Hour • Shuttle from Sheraton to Bailey's and return	**4am - 12 noon** (Breakfast served **3am-10am**) **12 noon** **4pm - 6pm/Bailey's on Broadway** **3:45pm - 6:15pm**
Thursday, June 5	• Remote Broadcast Day 2 • Last shuttle leaves NCC • Enjoy Festival Activity • Concert at LP Field	**4am - 12 noon** (Breakfast served **3am-10am**) **12 noon** **10am - 6pm** **8pm** (gates open at **6:30pm**)
Friday, June 6	• Remote Broadcast Day 3 - Final Day • Load out • Last shuttle leaves NCC • Depart Nashville OR • Enjoy Festival Activity • Concert at LP Field	**4am - 12 noon** (Breakfast served **3am-10am**) **12 noon** **12 noon** **All day** **8pm** (gates open at **6:30pm**)

C) KEY CONTACTS

PREMIERE RADIO NETWORKS@
THE NASHVILLE CONVENTION CENTER (NCC)
Ballrooms 205/206 - Level 2

MAIN PHONE – 615-345-6500
MAIN FAX – 615-345-6476

PREMIERE
Ilycia Deitch
(Sr. Director of Events)
NY OFFICE 212-445-3952
CELL in NASHVILLE 917-514-8874

Sara Ventre
(Event Manager)
LA OFFICE 818-461-8034
CELL in NASHVILLE 818-590-6314

Scalla Sheen
(TV Satellite Uplink Coordinator)
LA OFFICE 818-377-5390
CELL in NASHVILLE 818-263-6044

ETA Productions
Ellen Appleton
(Operations Producer)
CELL in NASHVILLE 615-347-3416

Silver Lake Audio
Steve Kirsch
(ISDN/Technical)
516-763-1776
CELL in NASHVILLE 516-476-7448

Plaza Travel
Fatema Caderbhoy
(Air)
800-347-4447
24-hour emergency service: 800-358-1810

Sheraton Nashville Downtown
PH: 615-259-2000 FAX: 615-742-6057

D) SPONSOR REQUIREMENTS

Your Program Director will receive an email with instructions on how to access commercials, traffic instructions, affidavits, all online and a counter signed letter of agreement. All commercials, traffic instructions, and affidavits will be available for download via the website www.premiereaffidavits.com. Most of you already utilize this website to complete other affidavits for PREMIERE shows/services but if you need access information, send an email to affidavits@premiereradio.com. You will have to fill in spot times (using 2 digits per field and no military time) as well as the date field (xx/xx/xx.) And please don't forget to email your air check with sponsor ID to: cmafestairchecks@premiereradio.com. For questions contact Morgan Lancaster at 818-461-5143 immediately. For questions regarding your contract, contact Brenda Manney at 818-461-5496 immediately.

Thirty (30) minutes (sixty :30's) of commercials and one hundred (100) promotional mentions for the **2008 CMA Music Festival** Remote Broadcast Sponsors will be scheduled as follows:

Spot Units
Twelve (12) minutes (twenty four :30 second spots) must air within the live remote daypart, **June 4-6** (two per hour).

Eighteen (18) minutes (thirty six :30 second spots) must air between **June 9th- June 20th**. Monday-Friday 6am-7pm.

Promotional Mentions
Affiliate must identify the 2008 CMA Music Festival broadcast with sponsors ID's in all promos and ID's and during each live break during the remote as follows:

LIVE READ:

The 2008 CMA Music Festival is brought to you by SUPER 8 MOTELS, SEE YOU ALONG THE WAY and TRACFONE, AMERICA'S #1 PREPAID CELL PHONE.

Promos to run as follows, Monday-Sunday, 6AM - MIDNIGHT:

5/26/08-6/1/08	20 mentions
Week of 6/2/08	80 mentions

AIR CHECKS

An air check of the promotional mentions is required (including sponsors and taglines) preceding the event. Please send an mp3 via email to cmafestairchecks@premiereradio.com.

Affidavits and commercial spots for CMA Music Festival will be available via download through our website located at premiereaffidavits.com.

NOTE: If you have not received your traffic instructions please contact Morgan Lancaster at 818-461-5143 or mlancaster@premiereradio.com. If you have any questions regarding your national sponsor commercial commitment, please direct them to Brenda Manney at 818-461-5496 or bmanney@premiereradio.com.

E) STATIONS IN ATTENDANCE

STATION	MARKET
KFRG FM	LOS ANGELES/RIVERSIDE
KMPS FM	SEATTLE
KNIX FM	PHOENIX
KSCS FM	DALLAS
KUPL FM	PORTLAND
KUSS FM	SAN DIEGO
KYGO FM	DENVER
WAMZ FM	LOUISVILLE
WCOL FM	COLUMBUS
WGAR FM	CLEVELAND
WGH FM	NORFOLK
WLHK FM	INDIANAPOLIS
WKKT FM	CHARLOTTE
WMZQ FM	WASHINGTON DC
WPOC FM	BALTIMORE
WQDR FM	RALEIGH/DURHAM
WQYK FM	TAMPA
WSIX FM	NASHVILLE
WUBL FM	ATLANTA
WYCD FM	DETROIT

F) CMA MUSIC FESTIVAL REMOTE VENUE

The remote broadcast will take place at the Nashville Convention Center Ballrooms 205/206 located on Level 2. The hours of operation are as follows:

Day/Date	Venue Hours
Tuesday, June 3	**11AM – 9PM**
Wednesday, June 4	**3AM – 12PM**
Thursday, June 5	**3AM – 12PM**
Friday, June 6	**3AM – 12PM**

Load-in at the Nashville Convention Center is on Tuesday from 11am to 5pm. You will be able to enter the Convention Center from the main doors located on Commerce Street. Remember to pick up your credentials in the Sheraton lobby to get past security at the NCC. This will also be the entrance for the daily remotes. Call Ellen Appleton at 615-347-3416 for additional load-in information if you are not shipping ahead of time.

Catering Services
PREMIERE will provide breakfast during your AM drive broadcast shift each day as follows:

Day/Date	Catering Hours
Wednesday, June 4	**3AM – 10AM**
Thursday, June 5	**3AM – 10AM**
Friday, June 6	**3AM – 10AM**

Snacks and beverages will be available all morning.

G) AIR TRAVEL ARRANGEMENTS

Your travel arrangements have been made by Plaza Travel located in Los Angeles, CA. If you have any problems or questions relating to your tickets or flights, contact Fatema Caderbhoy at 800-347-4447 during normal business hours, 8:00am – 5:00pm, **Pacific Daylight Time**. Note below the 24-hour emergency hotline number for your needs outside of the business day. Plaza Travel will be providing you with an itinerary (most tickets are e-tickets) before travel. If you do not have an itinerary at this time, please contact Fatema immediately.

IMPORTANT: Carefully check your e-ticket confirmation to make sure that all information is correct and remember to bring your photo ID.

Plaza Travel
24-Hour Emergency Line
800-358-1810

H) AIRPORT TRANSFERS

To/From Nashville Airport
Grayline Airport Express shuttles run every 15-20 minutes from the airport to the Sheraton. Grayline Airport Express also picks up at the Sheraton 5 after and 35 after the hour returning to the airport. Give yourself plenty of time getting back to the airport. The cost is approximalely $20 round trip and $12 one-way. You are responsible for transfer fees. There are also taxis available at the airport, which will run approximately $25 each way.

I) DRIVING TO NASHVILLE

If you are driving and will be parking at the Sheraton, daily self parking fees are $20 per day and valet parking fees are $24 per day. Parking fees are the responsibility of the station. You may want to use a service such as MapQuest.com or Yahoo.com for round-trip driving directions.

J) HOTEL ACCOMMODATIONS – POLICY

Sheraton Nashville Downtown **PH: 615-259-2000**
623 Union Street **FAX: 615-742-6057**
Nashville, TN 37219

As part of your agreement with Premiere Radio Networks, your station has been provided with hotel accommodations from **Tuesday, June 3 - Friday, June 6** (check-out Friday) at the Sheraton Nashville Downtown. PREMIERE has made these reservations for you. No reservation numbers are necessary, just check-in using your **legal name**. If you are planning to stay in Nashville for the weekend, you must make arrangements directly with your hotel of choice and are responsible for any related hotel charges.

IMPORTANT: Each remote affiliate is responsible for any additional charges billed to their room including: meals, telephone calls, room service, parking, valet services, in-room movies, and other miscellaneous charges. Upon check-in, you will be asked for a credit card to hold deposit to cover such amenities. If you have any hotel-related problems while in Nashville, please contact **Sara Ventre at 818-590-6314.**

Check-in is at 3:00pm. Check-out is 12 noon.

Hotel Amenities include: Dual-line speaker telephone, voice mail, data port, cable TV, in-room movies, radio, in-room coffee, iron & ironing board, hairdryer, alarm clock.

Rental Cars and Car Parking
Since parking is going to be limited, and the downtown area will be congested, rental cars are not encouraged *unless* you have activities planned outside of the immediate downtown area. Parking is available at the hotel (see section H for costs). There will be no parking available at the NCC.

K) BROADCAST SIGNAL DELIVERY

Signal delivery from Nashville will be **via ISDN line.** If you have not scheduled your ISDN test with Silver Lake, please call them at 516-763-1776.

L) STATION EQUIPMENT CHECKLIST

As part of your CMA Music Festival 2008 station letter of agreement, PREMIERE will be providing a comprehensive broadcast and audio package for your station as outlined below.

We will provide and set up:

- A broadcast base table equipped with a Telos Zephyr digital codec connected to an ISDN line
- (1) Shure M267 microphone mixer
- (3) Shure SM58 Microphone with desk stands
- (3) Sony 7506 headphones
- (1) Samson Q5 headphone amplifier
- All cables and connectors
- AC power strip

Your crew will only need to supply (if desired):

- Portable recording and/or editing devices
- Interface cable for Shure mixer output (XLR mic or line level) to recording device
- Interface cable from recording device to Shure mixer XLR line input

If you do need to ship anything ahead of time you may send it to the address below. The timeframe for receiving shipments is May 28, 2008. Make sure to label your boxes with your call letters. Again, please by May 28th or your shipment will NOT be at the remote when you get there. NO EXCEPTIONS.

Shipping Address:
Premiere Radio Networks
1805 Hayes Street, 2nd floor
Nashville, TN 37203
Att: Sara Ventre
615-320-0707

NOTE: All shipping costs are the station's expense.

M) ON-SITE TELEPHONES

There will be several community land lines throughout the broadcast center for your use. Per your signed letter of agreement, there will no longer be a telephone line at your station's table as in the the past.

N) PREP ITEMS

In addition to the artist bio books, a supplementary **daily audio CD** with fresh bites compiled specifically for participating stations will be provided. Make sure to utilize this great material! ***Wednesday's CD will be given out at orientation.***

IMPORTANT IMAGING NOTE: The week of 5/26/08, the program director at your station will receive the ***PREMIERE CMA Music Festival Work Parts Image Kit*** containing pre-produced sweepers, IDs and music beds on CD to help with your on-air coverage and positioning of the Festival. Compliments of PREMIERE!

O) ORIENTATION

The CMA Music Festival Remote orientation will take place on Tuesday, June 3 at 6:30pm at the remote broadcast location in the Nashville Convention Center - room 205. It is REQUIRED that at least one station representative attend the orientation as we will be reviewing all aspects of the broadcast, as well as handing out bio books, artist lists and other goodies. A reception of cocktails and hors d'oeuvres will be served following the orientation.

P) TRANSPORTATION

Remote Broadcast
Shuttles will be provided each day between the Sheraton and Nashville Convention Center. They will run every 15 minutes between the hotel and the Convention Center doors on Commerce St. The schedule will run as follows:

Day/Date	Hours
Tuesday, June 3	**11AM – 9PM**
Wednesday, June 4	**2:45AM – 12PM / 3:45PM – 6:15PM (Happy Hour)**
Thursday, June 5	**2:45AM – 12PM**
Friday, June 6	**2:45AM – 12PM**

CMA Music Festival Activity and LP Field
Your CMA Music Festival Media credential will allow access to the "Press Express" shuttles running from the Convention Center to all Festival locations including LP Field. Feel free to access these shuttles all day and evening**.** Just look for the "Press Express" bus stop signs. You can also ride the regular CMA Fest attendee shuttles.

Q) ARTIST INTERVIEWS: PROCEDURES & POLICY

The ultimate goal of PREMIERE's **LIVE FROM THE CMA MUSIC FESTIVAL** remote broadcast is to ensure that every station participating gets equal time with all the artists who will be stopping by for interviews. In order to make sure this happens, we have

developed this proven procedure, which requires cooperation from all of the participating stations:

ONLY 5 MINUTES PER ARTIST PER STATION - MAXIMUM INCLUDING PHOTOGRAPHS AND SIGNING.

DO NOT FORGET TO BRING A RECORDING DEVICE to record all artist interviews!

Each day you will be provided with a list of the artists scheduled to appear the following day. The lists will not be available before then. Please review the list and be prepared to see all artists.

Our talent staff will then compile Station Routing Sheets for each artist scheduled to appear that day. An escort will bring the artist to your area, with a specific time allotment allowed for your station. **It is very important that you stay within the time frame of five minutes in order to keep the flow of artists running smoothly!**

Since we are dealing with time sensitive schedules, artists will start arriving in the 6am hour each day and may arrive up until 10am. The more flexible you are, the more interviews will be available to you. Remember to bring a recording device for off-air opportunities!

PROGRAMMING NOTE: For your reference, bios have been compiled for each guest scheduled to appear at the remote. Bio books will be handed out during the remote orientation on Tuesday evening. Supplementary audio will be supplied on CD on a daily basis to all remote affiliates. PREMIERE will provide 1 CD player per station for playback purposes.

NOTE: This audio will not be available in any other format except for CD.

R) STATION BANNERS

Stations are welcome to bring banners and other station signage to dress up their broadcast area. However, you will not be able to hang anything on walls or from ceilings. Other places to hang these banners will be available, such as skirting around the tables. You may want to check with your promotions department to see what other station signage items are available. PREMIERE will provide professional table tents and easel signage for station identification.

S) CREDENTIALS/BADGES

Remote

We will distribute official **LIVE FROM THE CMA MUSIC FESTIVAL** remote broadcast laminated badges for each person representing your radio station (according to the

information provided to PREMIERE) at the PREMIERE check-in table located in the lobby of the Sheraton Hotel on Tuesday, June 3, 11am-5pm (look for the PREMIERE check-in sign). **If for some reason you do not receive your badge at the PREMIERE check-in, we will leave it for you at the front desk of the Sheraton Hotel**. You will need your personalized badge to enter the Nashville Convention Center Wednesday morning. Security will check your credentials when entering via the Convention Center. Please wear your credentials at all times during remote hours. (IMPORTANT! - This credential is for the remote only!! It will not get you entry into any other CMA Music Festival activity site.)

LP Field, Press Shuttles and other CMA Music Festival Sites

At the remote on Wednesday, you will receive your **CMA Music Festival Media credentials** which will provide access to the Exhibit Hall at the NCC, the Riverfront Park Stages, the Family Zone, the Sports Zone, the "Press Express" shuttle to and from LP Field, and all other official CMA Music Festival events EXCEPT for the nightly concerts at LP Field. Station personnel will receive separate tickets from PREMIERE to attend the nightly concerts at LP Field. Make sure that you have communicated all personnel information to PREMIERE or they will not have credentials and tickets for these events.

T) GUESTS

If you have any guests who you would like to visit the remote, you must let Sara Ventre (818-461-8034) know immediately. We will need these names in writing before issuing any credentials. Due to the nature of the event, the number of guests allowed into the remote site may be limited. All guests must stay within the host station's table or in the catering area. Please ask your guests to refrain from speaking or interfering with artists to ensure a smooth interview process for both the artists and stations.

U) SECURITY

The remote site will be secured each day at 12:00pm. The PREMIERE staff will instruct security to lock the broadcast area and it will not be opened again until the start of the next day. Make sure to take all of your belongings with you or you will not be able to access them until the following morning.

V) ADMINISTRATIVE SERVICES

We will have office equipment available for your use, including fax machines, computers with printers and Internet access, and copiers. For your convenience, there will also be wireless Internet access available (make sure to bring your laptops and wireless cards).

W) VIDEO POLICY

Local market television crews are permitted to take B-roll of your station at the remote. However, they must be approved and credentialed by PREMIERE. If you are bringing a camera crew, please let Ellen Appleton (615-347-3416) know in advance so that she can review the policies and procedures with you and your station. Under no circumstances are your crews permitted to talk with the artists at the remote broadcast. They are permitted to take B-roll footage of your station only and must stay within your stations designated area.

X) TELEVISION SATELLITE UPLINK

Once you have connected with your local ABC television affiliate, PREMIERE will provide easy access to a broadcast area at the NCC where a camera crew and satellite uplink will be available to send your live feed back home. **All courtesy of PREMIERE with no costs to your station.**

Times: Thursday and Friday - Morning Drive CT
Location: Nashville Convention Center, Room 204
How: Contact Scalla Sheen at ssheen@premiereradio.com to schedule your 5 minutes of air time per day.
Deadline: May 27, 2008
Limited slots available. First come, first served

Y) EXTRA-CURRICULAR

Please join us for happy hour on Wednesday, June 4 at Bailey's Pub and Grill (408 Broadway, 2nd level) from 4pm-6pm. Cocktails and appetizers are on us!

Z) CMA MUSIC FESTIVAL SCHEDULES and ARTIST INFORMATION

For additional information on CMA Music Festival visit **http://www.cmafest.com**

Still have questions?
Call Sara Ventre at 818-461-8034
or Ilycia Deitch at 212-445-3952

Have a safe trip. See you in Nashville!